

Fig. 1

200
Modular Server
Application
deployed to a
Distributor's
server

SMTP/HTTP

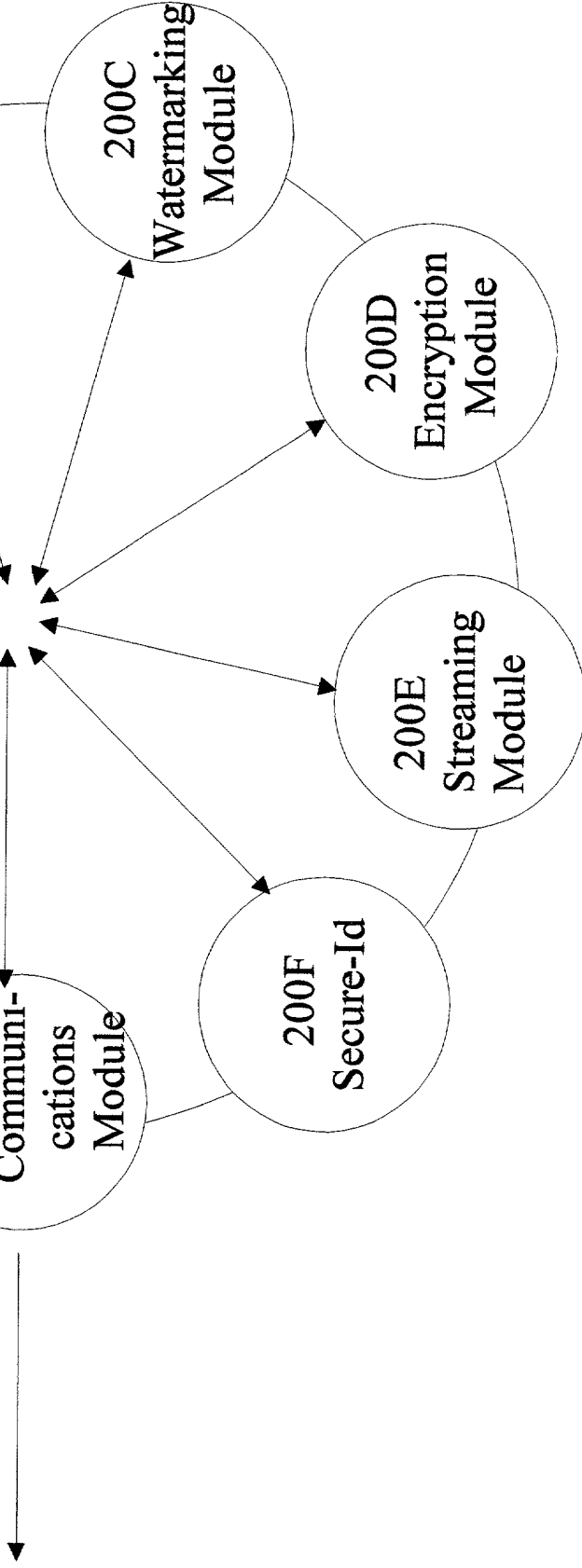


Fig. 2

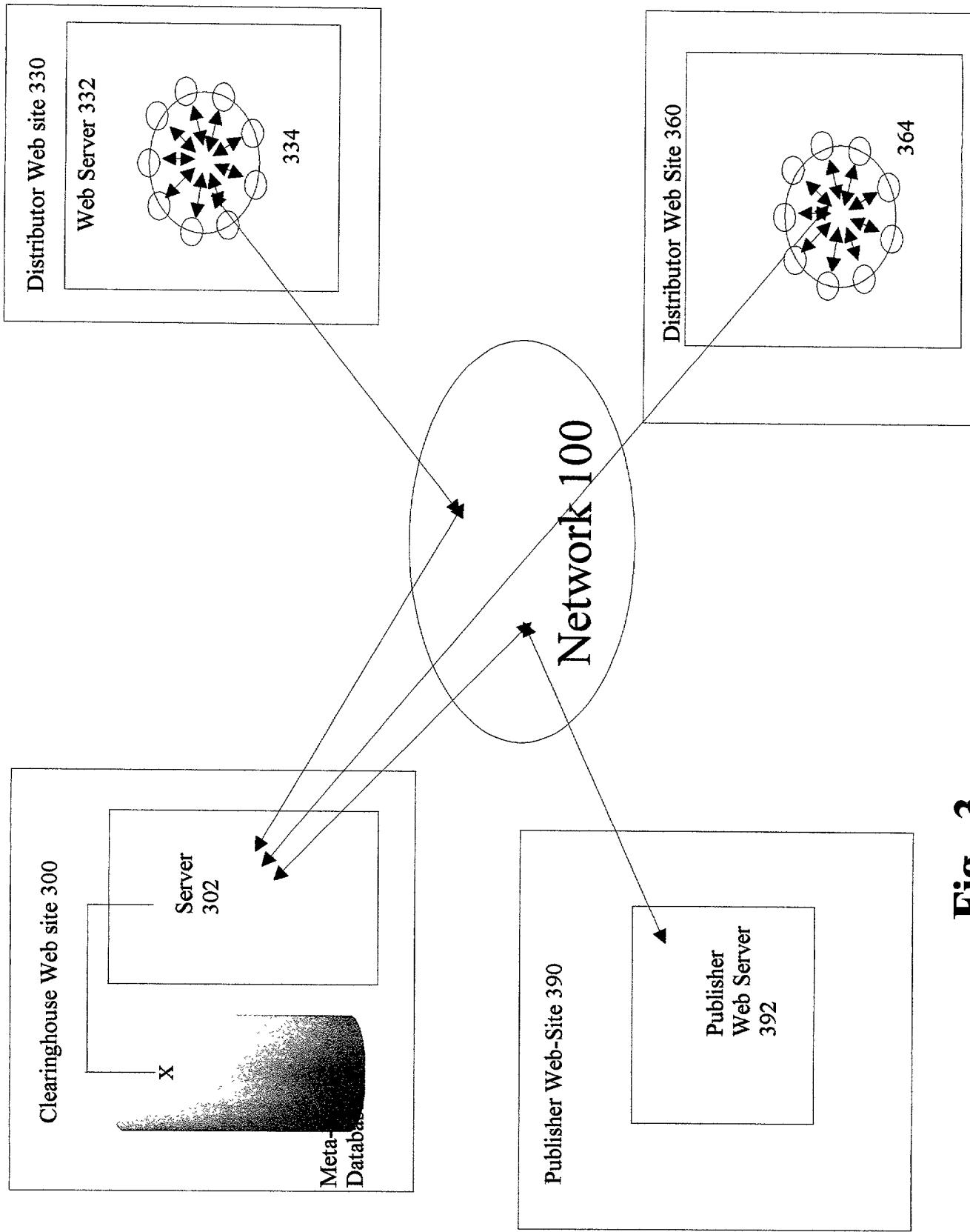


Fig. 3

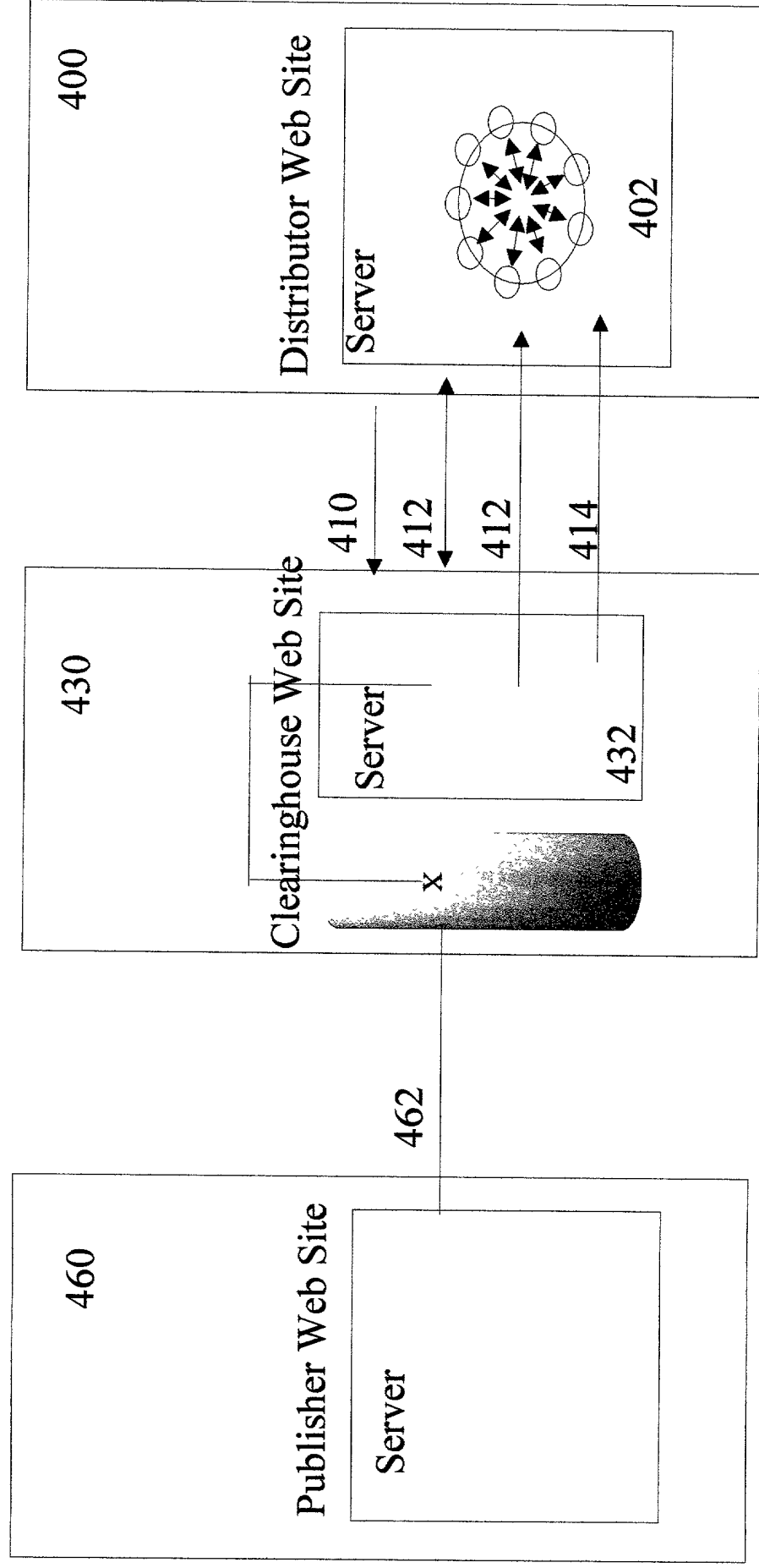


Fig. 4

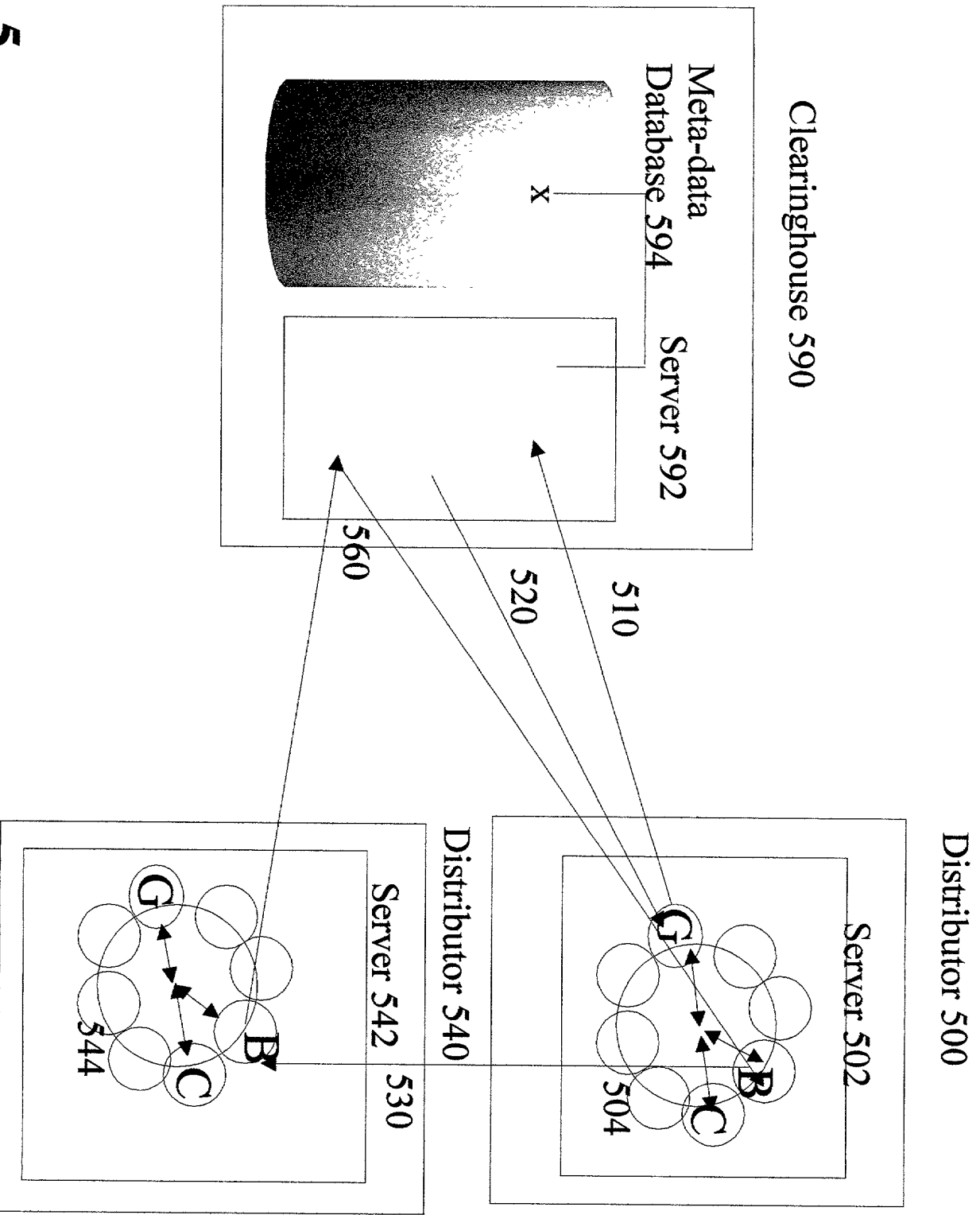


Fig. 5

Clearinghouse Web Site 640

Distributor Web Site 610

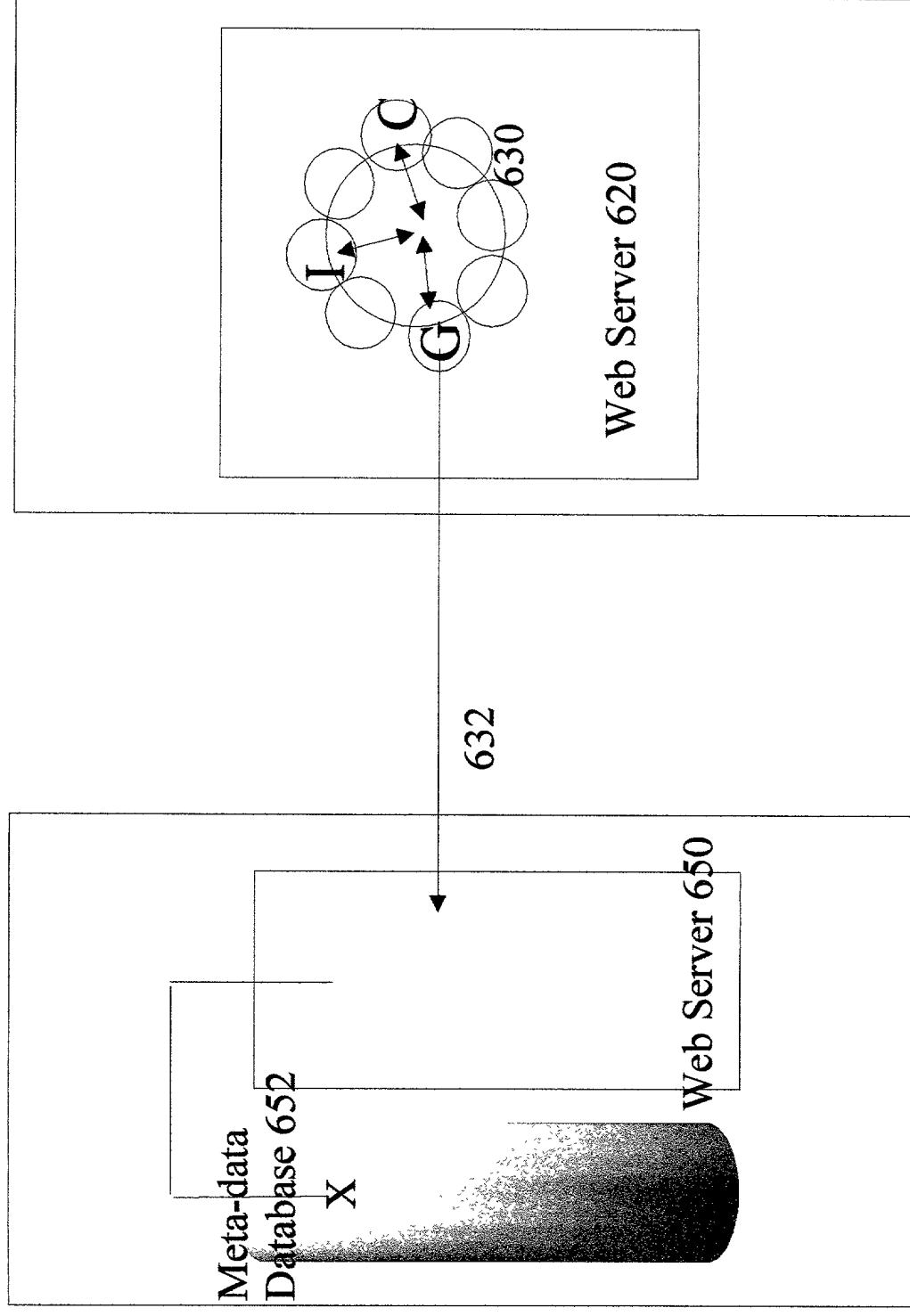
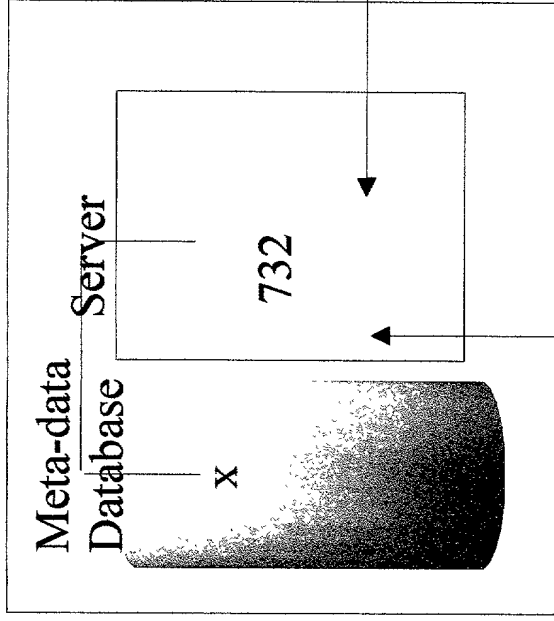
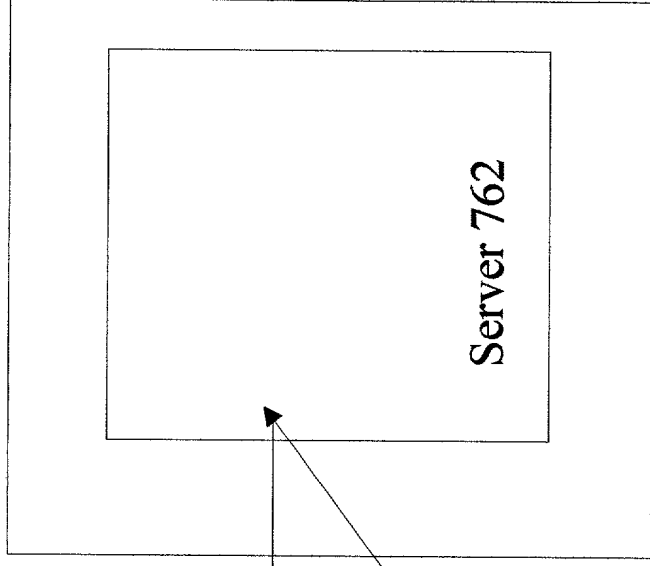


Fig. 6

Clearinghouse 730



Advertiser 760



Distributor Web Site 700

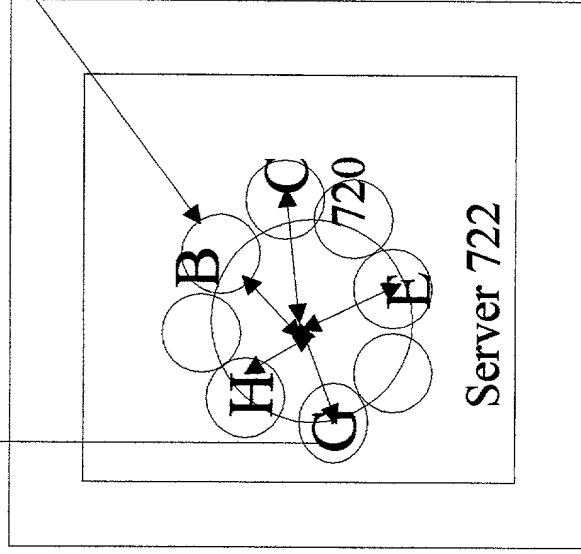


Fig. 7

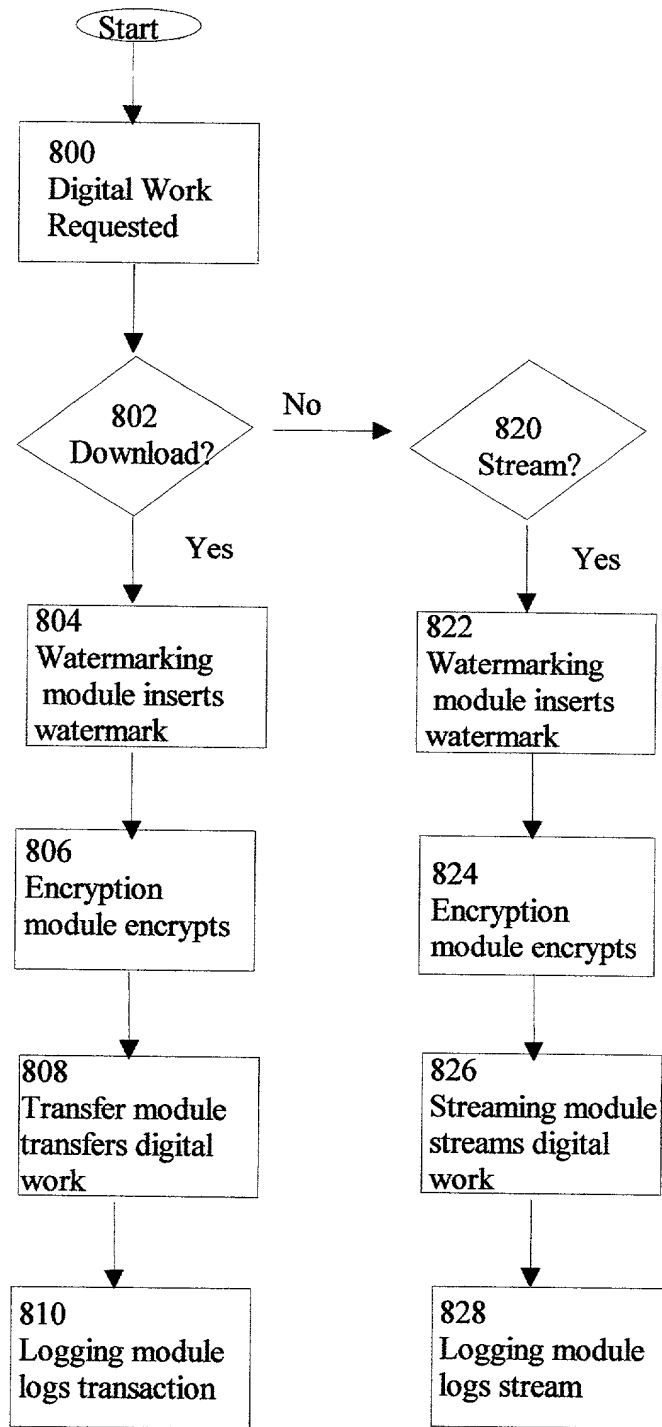


Fig. 8

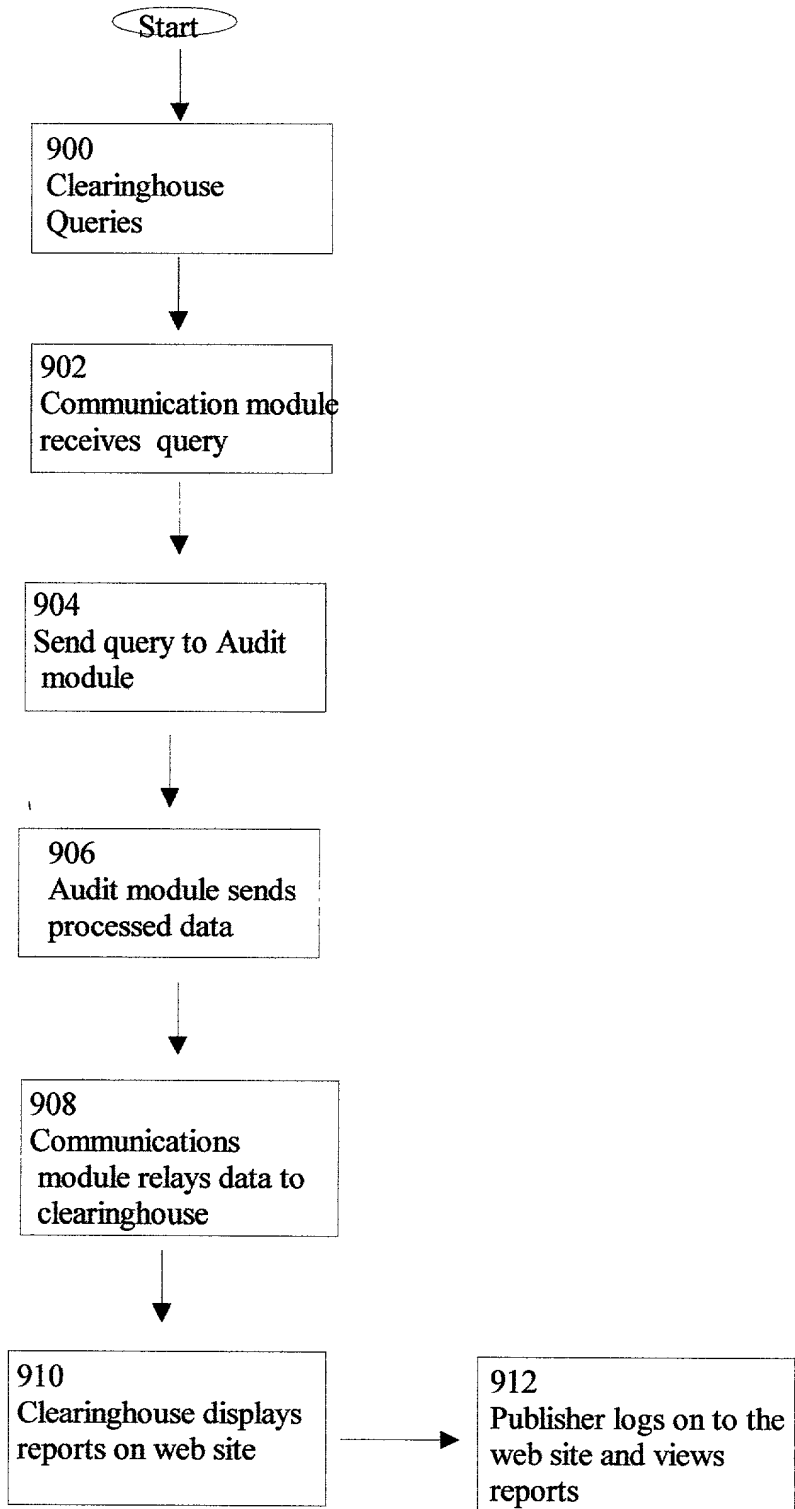
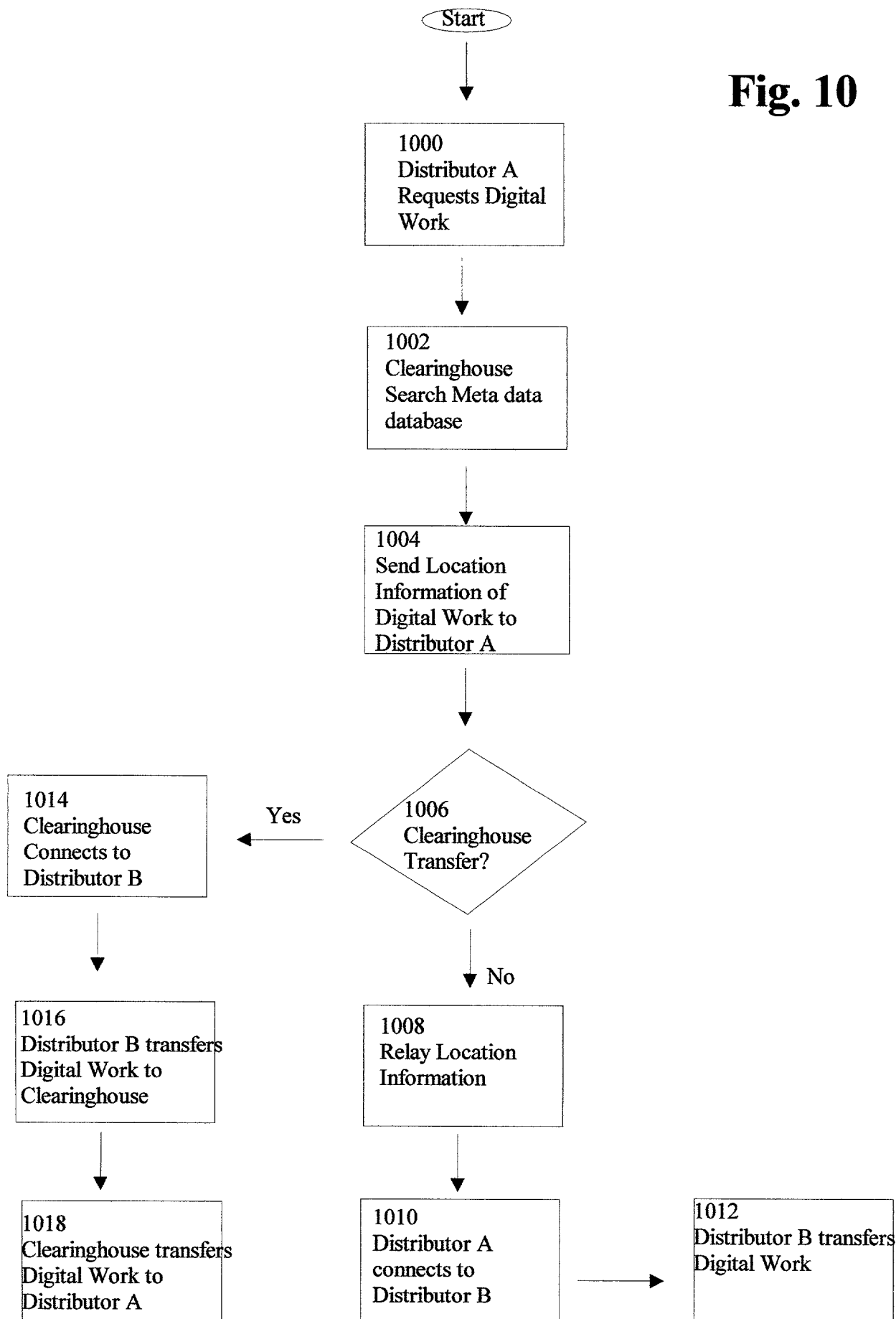


Fig. 9

Fig. 10



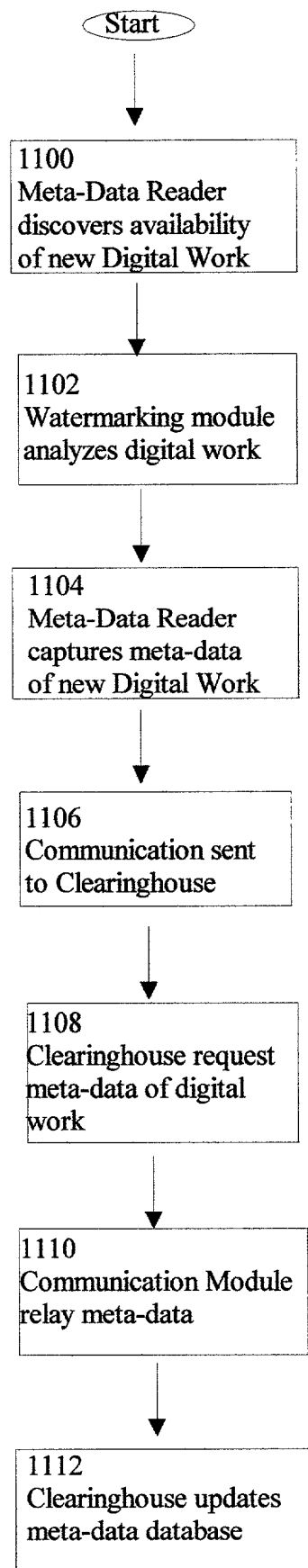


Fig. 11

1200 Clearinghouse gets Advertisement time slot information

Start

1200
Clearinghouse gets
Advertisement
time slot information

1202
Clearinghouse collect &
posts Advertisement
Information

1204
Advertiser logs onto to
Clearinghouse web site

1206
Advertiser bids or transacts
for time slots

1208
Clearinghouse communicates
with Advertisement Module

A

1210
Distributor receives
Advertisement for display

B

1212
Advertisement Module
coordinates with Streaming
module

1214
Streaming module streams
Advertisement

Fig. 12

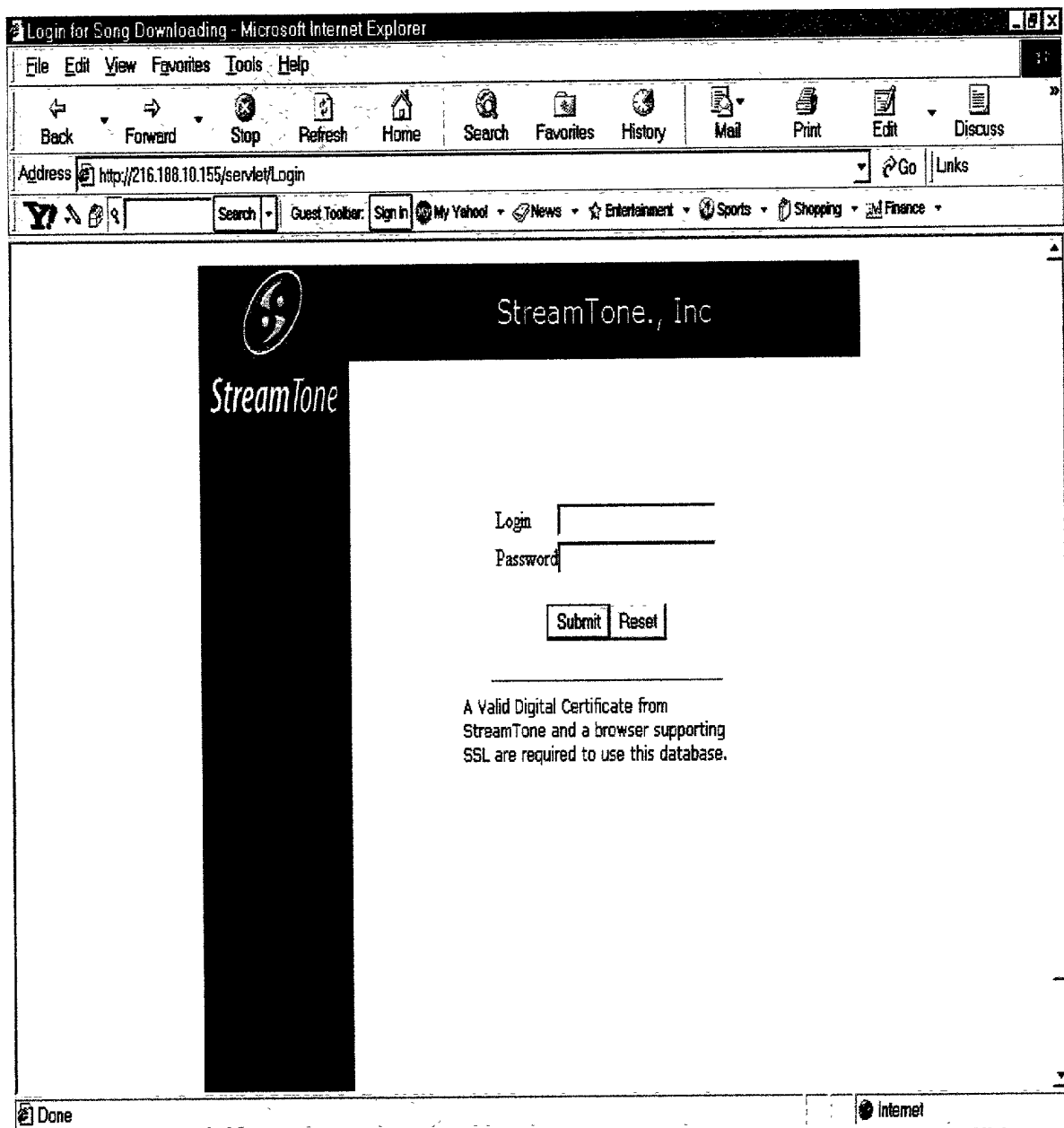


FIG. 13

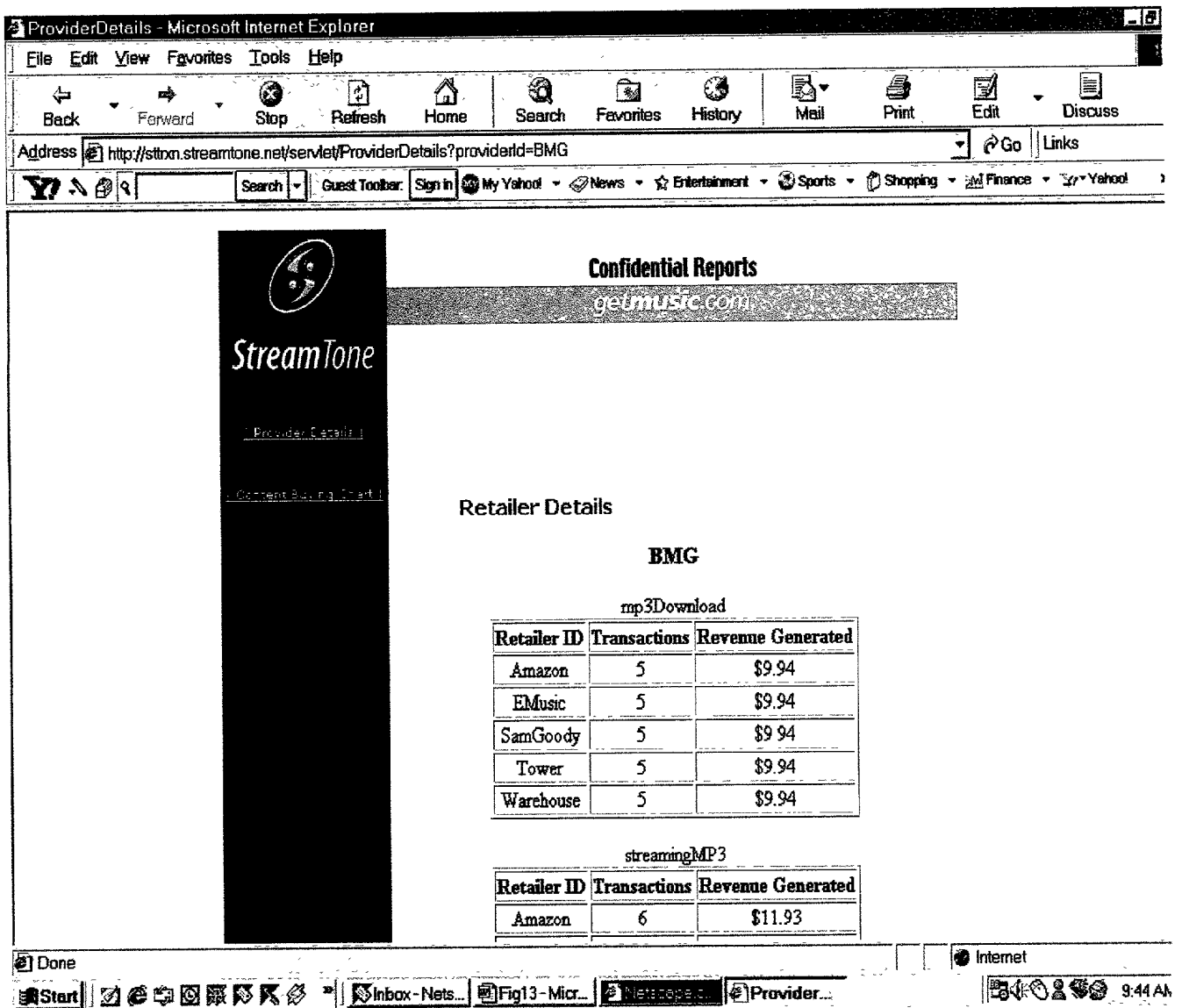


Fig. 14